










 ADVANTAGE SOLUTIONS	Job Name:	Wrigley Halloween Surge		
	Job #:		Estimated In Store Time:	60 Minutes
	Start Date:		End Date:	
	Client:	Wrigley		

Objectives:

- ☐ Pack out all Wrigley Halloween Candy from the backroom
- ☐ Stock items according to the MOD or in seasonal aisle
- ☐ Build incremental displays of Wrigley Halloween Candy

Items Required to Complete this Program:

<input checked="" type="checkbox"/>  Photo	<input checked="" type="checkbox"/>  Manager Sign Off	<input type="checkbox"/>  Leave Behind	<input type="checkbox"/>  Training Video
<input type="checkbox"/>  Tools	<input type="checkbox"/>  POP Materials (see below)	<input type="checkbox"/>  Worksheet	<input type="checkbox"/>  Other (see below)
<input type="checkbox"/>  Letter of Authorization (LOA)	<input type="checkbox"/>  Planogram	<input type="checkbox"/>  Pre-Call Required	<input type="checkbox"/>

POP Materials and/or Tools Needed:
Step by Step Instructions:
1. Complete the Wrigley Halloween Training in Encompass.

- a. If you were not assigned the training please reach out to your supervisor and have them request it for you.
2. Go to the store and sign in to the vendor log and get a vendor badge to wear during your store call.
3. Review your call with the grocery department manager.
 - a. Let them know you are there on behalf of Wrigley to pack out and merchandise Wrigley Halloween candy on the sales floor.

Priorities for 60 minute call

4. All Wrigley product out of the back room
 - a. Check with backroom management and/or the Telxon/Sparc to understand where seasonal product is being kept
 - b. Look in the back room general merchandise side as well as up in the steels and any trailers attached to the store
 - c. Zero sales items will be loaded to the dashboard weekly
 - d. Crucial that zero sales items are found and placed on shelf in quality location
5. Stock items according to MOD or in quality location in seasonal aisle
 - a. On 2nd and 3rd shelf from top
 - b. Spread out and in front of shelf (Not behind competitors)

- c. The competition likes to bury our product so be sure to look behind/under cases on shelf and displays
 - d. Do not take space from Mars Chocolate
 - e. Consolidate to get as much product on shelf as possible
 - f. Boxes will hold up to 2 cases of product
6. Displays
- a. Fill existing seasonal displays with Wrigley product by price point
 - b. Most seasonal cases will hold up to 2 boxes of product - stock them full
 - c. Add to competitive displays as long as they have the same price point
 - d. Build off shelf displays in quality locations using products with the highest inventory (\$1.98 & \$4.86 bags)
 - i. Register end caps
 - ii. Cart Rail
 - iii. Front Action Alley
 - iv. Side Stacks



Cart Rail



Free Standing Display



Front End Endcap



Seasonal

- 7. Display with same priced Mars items if you don't have enough Wrigley cases for a full display
- 8. Sign out